



News Release

NATIONAL PENN BANCSHARES, INC. INCREASES CASH DIVIDEND

BOYERTOWN, Pa., January 25, 2012 -- The Board of Directors of National Penn Bancshares, Inc. (Nasdaq: NPBC) has declared an increased first quarter cash dividend of five cents per share payable to shareholders of record as of February 4, 2012. The cash dividend will be paid February 17, 2012.

“The strength of our financial performance has resulted in improved returns to our shareholders,” said Scott V. Fainor, President and CEO. “With a continued focus on enhancing shareholder value, our Board of Directors is pleased to be able to increase the cash dividend paid to our shareholders.”

National Penn Bancshares, Inc. has approximately 151.9 million common shares outstanding as of January 25, 2012.

###

About National Penn Bancshares, Inc.

National Penn Bancshares, Inc., with approximately \$9 billion in assets, is a bank holding company based in Pennsylvania. Headquartered in Boyertown, National Penn operates 122 branch offices comprising 121 branches in Pennsylvania and one branch in Maryland through National Penn Bank and its HomeTowne Heritage Bank, KNBT and Nittany Bank divisions.

National Penn’s financial services affiliates are National Penn Wealth Management, N.A., including its National Penn Investors Trust Company division; National Penn Capital Advisors, Inc.; Institutional Advisors LLC; National Penn Insurance Services Group, Inc., including its Higgins Insurance division; and Caruso Benefits Group, Inc.

National Penn Bancshares, Inc. common stock is traded on the Nasdaq Stock Market under the symbol “NPBC”. Please visit our Web site at www.nationalpennbancshares.com to see our regularly posted material information.

Media Contact: Catharine Bower,
(610) 369-6618 or Catharine.Bower@nationalpenn.com

Shareholder Contact: Teresa Steuer,
(610) 369-6291 or Teresa.Steuer@nationalpenn.com